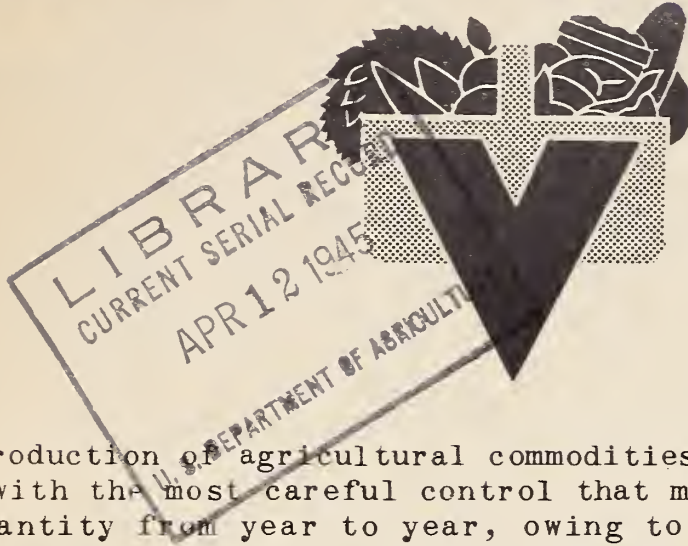


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What is a VICTORY FOOD SELECTION?



WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.

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The production of agricultural commodities is far from an exact science. Even with the most careful control that man can devise, crops will vary in quantity from year to year, owing to weather, insect infestation, labor supply, available farm machinery, and other factors.

Temporary surpluses of useful and highly desirable foods will occur. To waste these supplies, in peace or war, is to lose a valuable economic asset. The wealth and true prosperity of any Nation depends on what its people have, and how its people use what they have. To have a food in abundance and not to use it is to weaken the Nation.

One means of stimulating the best use of abundant foods is by issuing information as to what is available in extra supply. In this, the Government, trade groups, press, radio, and consumer organizations can and should be of help. Often the mere announcement of abundance may be all that is needed. But under certain circumstances, as for example when time is a factor in preventing losses, it may be advisable to appeal to consumers to increase their purchase and use of a certain food, in order to prevent its loss or waste.

It is under such circumstances that a food may be designated as a Victory Food Selection--a food in abundance, which must be purchased in larger quantity for a specified time if we are to prevent waste.

A designation "Victory Food Selection" is made by the Director of Distribution of the War Food Administration, with the approval of the War Food Administrator, only after the need for this has been determined under rigid standards. Indiscriminate designations of foods as Victory Food Selections would defeat the very purpose for which the designation is made. The time period during which any food may be called a Victory Food Selection is limited to the period when the problem of preventing its loss is most acute, very often at peak harvest season. A designation may be national, or limited to a geographical area.

During the time when a food is known as a Victory Food Selection the special symbol shown above is used by the food trade and by the Government as a quick and easy identification of the product being featured. Food trade cooperation, as well as that of the Nation's press and radio, has been splendid. It already has saved large quantities of food from loss. Consumers also have learned to identify from the symbol and from the words "Victory Food Selection" the foods which they should and do use in greater quantity. Their cooperation has, literally, increased the wealth of the Nation by saving a valuable asset.

The use of the Victory Food Selection designation, by symbol or by word, should signify to all Americans that here is an opportunity to help again in the war effort, and to help the Nation to greater prosperity.

To provide as much foundation as possible for the efforts of the trade to promote Victory Food Selection campaigns, the War Food Administration will lend all support possible through its own facilities, including its radio programs, publications, and field staff. Through various channels, food editors, trade publications, trade services, women's radio program directors, national advertisers, national organizations of trade and consumers, and other media will be fully informed and their cooperation will be solicited in backing up the drive. It is expected that consumer groups, nutrition committees, food industry advisory committees, and civic organizations will lend their full support.

Fact sheets, suggestions for promotional material, store displays, ad copy, and other material and helpful ideas will be supplied to outlets which can use them. The use of the official Victory Food Selection emblem is authorized in any and all copy or displays featuring the designated commodity during the time specified.

The success of the campaigns rests entirely on cooperation on the part of consumers, educational groups, the food trade, the media of public information, and the Government. Past experience with similar programs (the Victory Food Specials of previous years) has proved that they are effective. Trade and consumers, by their response, have shown that they strongly endorse the program.

The War Food Administration welcomes suggestions from any source for making the campaigns more successful. It will also appreciate reports of results or shortcomings of the campaigns from tradesmen and consumers.

VICTORY FOOD SELECTION

